

MANAGERIAL DECISION SUPPORT IN THE FOOD INDUSTRY OF HUNGARY'S SOUTHERN GREAT PLAIN REGION

VEZETŐI DÖNTÉSTÁMOGATÁS A DÉL-ALFÖLD RÉGIÓ ÉLELMISZERIPARÁBAN

HAMPEL GYÖRGY

Szegedi Tudományegyetem Mérnöki Kar, 6724 Szeged, Mars tér 7.
hampel@mk.u-szeged.hu

Within the framework of a project conducted at the Faculty of Engineering of the University of Szeged we are surveying the source of data necessary for decision making and the information systems of food industry enterprises in Hungary's Southern Great Plain region. In order to acquire the necessary information a questionnaire was prepared for the food industry managers.

The results of the research so far support our first hypothesis: the managers of the food industry enterprises use some, but not many external data sources besides the internal ones to support their decisions. The least used are the planning and the decision support within the internal reporting system. The most frequently used external data source is the media and within this the Internet. This shows that more and more managers realise the importance and possibilities of this new media.

Our second hypothesis considering the capabilities of the information systems used by managers of the food industry enterprises was partially right. These systems are capable of supporting decisions in some way, but these services are rarely used. This can be because the managers do not consider computer systems as appropriate tools to tackle decision problems arising in a quickly changing environment and the lack of information technology awareness can also be a problem.

Kulcsszavak: Dél-Alföld, élelmiszeripar, döntés, döntéstámogatás, információs rendszer